

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2008

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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THE PACKER

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Publishing Corporation
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Tel.: (913) 438-8700
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www.thepacker.com

Official Publication of: None
Established: 1893
Issues Per Year: 54

FIELD SERVED

Qualified recipients are: growers, shippers, packers, retailers, service wholesalers, jobbers, repackers, commission merchants, brokers, foodservice distributors, importers, exporters, food companies, foodservice buyers, truck brokers, haulers, traffic managers, air/rail transportation, educational/financial institutions, government offices, industry associations, commodity promotion groups, or others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled personnel as reported in the Field Served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	3
Advertiser and Agency _____	574
Rotated or Occasional _____	1
*Allocated for Trade Shows and Conventions _____	147
All Other _____	357
TOTAL	1,082

*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	10,815	82.8	5,812	44.5	5,003	38.3
Sponsored Individually Addressed __	1,170	9.0	-	-	1,170	9.0
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	1,084	8.2	1,055	8.0	29	0.2
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,069	100.0	6,867	52.5	6,202	47.5

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January 7 _____	-	1	6,807	6,252	13,059	April 7 _____	31	60	6,829	6,195	13,024
January 14 _____	-	1	6,808	6,259	13,067	April 14 _____	1	267	7,095	6,238	13,333
January 21 _____	11	4	6,801	6,284	13,085	April 21 _____	198	-	6,897	6,267	13,164
January 28 _____	7	3	6,797	6,301	13,098	April 28 _____	8	2	6,891	6,144	13,035
Fresh Trends _____	-	-	6,797	6,301	13,098	May 5 _____	1	6	6,896	6,185	13,081
February 4 _____	5	5	6,797	6,231	13,028	May 12 _____	101	90	6,885	6,185	13,070
February 11 _____	4	5	6,798	6,244	13,042	May 19 _____	-	-	6,885	6,186	13,071
February 18 _____	2	2	6,798	6,265	13,063	*May 26 _____	14	95	6,966	6,104	13,070
February 25 _____	-	4	6,802	6,274	13,076	June 2 _____	8	1	6,959	6,128	13,087
March 3 _____	4	2	6,800	6,190	12,990	June 9 _____	2	-	6,957	6,131	13,088
March 10 _____	-	-	6,800	6,190	12,990	June 16 _____	4	-	6,953	6,145	13,098
March 17 _____	-	-	6,800	6,190	12,990	June 23 _____	-	-	6,953	6,144	13,097
March 24 _____	-	-	6,800	6,190	12,990	June 30 _____	53	124	7,024	6,046	13,070
March 31 _____	-	-	6,800	6,190	12,990	TOTAL	454	672			

*Analyzed Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008

This issue is -% or 1 copy above the average of the other 26 issues reported in Paragraph two

BUSINESS AND INDUSTRY	Qualified Non-Paid	Qualified Paid	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Retailers – Corporate, Chain Supermarkets, Wholesale Grocers, Retail Cooperatives or Voluntary Affiliates, Independent Supermarket Operators, Wholesale Clubs or Discount/Food Operators, Military Commissaries, Buying Offices _____	6,966	-	6,966	53.3
2. Produce Wholesalers, Distributors, Jobbers, Brokers, Buying Brokers, Repackers, Importers and Exporters, Fresh Cut Produce Processors, Food Processors and Online Produce Services _____	-	1,874	1,874	14.4
3. Growers, Shippers, Packers, Sales Agents/Marketers and Marketing Co-ops _____	-	2,318	2,318	17.7
4. Foodservice Distributors, Foodservice Operators (Buyers at restaurants, schools, hotels or hospitals) _____	-	170	170	1.3
5. Transportation/Transportation Services (Truck Brokers or Haulers, Traffic Managers, Air or Rail Transportation Representatives) _____	-	135	135	1.0
6. Others Allied to the Field (Educational or Financial Institutions and Government Agencies, Industry Associations and Commodity Promotion Groups and Equipment, Packaging, Chemical or Supply Manufacturers, Dealers or Representatives) and others _____	-	1,607	1,607	12.3
Other Paid Subscriptions _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,966	6,104	13,070	100.0
PERCENT	53.3	46.7	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	5,283	846	-	6,129	-	6,129	88.0
a. Written _____	467	196	-	663	-	663	9.5
b. Telecommunication _____	3,679	515	-	4,194	-	4,194	60.2
c. Electronic _____	1,137	135	-	1,272	-	1,272	18.3
II. TOTAL – Request from recipient's company: _____	580	257	-	837	-	837	12.0
a. Written _____	218	39	-	257	-	257	3.7
b. Telecommunication _____	362	218	-	580	-	580	8.3
c. Electronic _____	-	-	-	-	-	-	-
III. TOTAL – Membership Benefit: _____	-	-	-	-	-	-	-
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Independent field reports _____	-	-	-	-	-	-	-
Licensees – National, State or Local Government _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,863	1,103	-	6,966	-	6,966	100.0
*See Paragraph 11	PERCENT	84.2	15.8	100.0	-	100.0	

Paid source information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	5,838	1,869	7,707	59.0
Individuals by name only _____	10	3,384	3,394	26.0
Titles or functions only _____	50	148	198	1.5
Company names only _____	-	675	675	5.1
Multi-Copy Same Addressee copies _____	1,068	28	1,096	8.4
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,966	6,104	13,070	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 26, 2008									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	48	14	62		400-427 Kentucky _____	80	52	132	
030-038 New Hampshire _____	22	9	31		370-385 Tennessee _____	77	47	124	
050-059 Vermont _____	18	7	25		350-369 Alabama _____	95	24	119	
010-027 Massachusetts _____	169	93	262		386-397 Mississippi _____	55	13	68	
028-029 Rhode Island _____	7	6	13		EAST SO. CENTRAL	307	136	443	3.4
060-069 Connecticut _____	64	29	93		716-729 Arkansas _____	151	17	168	
NEW ENGLAND	328	158	486	3.7	700-714 Louisiana _____	75	18	93	
100-149 New York _____	230	217	447		730-749 Oklahoma _____	106	19	125	
070-089 New Jersey _____	168	145	313		750-799 Texas _____	320	267	587	
150-196 Pennsylvania _____	276	203	479		WEST SO. CENTRAL	652	321	973	7.4
MIDDLE ATLANTIC	674	565	1,239	9.5	590-599 Montana _____	30	2	32	
430-459 Ohio _____	212	161	373		832-838 Idaho _____	61	70	131	
460-479 Indiana _____	155	92	247		820-831 Wyoming _____	7	-	7	
600-629 Illinois _____	198	155	353		800-816 Colorado _____	63	105	168	
480-499 Michigan _____	141	170	311		870-884 New Mexico _____	28	16	44	
530-549 Wisconsin _____	192	50	242		850-865 Arizona _____	97	222	319	
EAST NO. CENTRAL	898	628	1,526	11.7	840-847 Utah _____	101	23	124	
550-567 Minnesota _____	241	76	317		889-898 Nevada _____	11	16	27	
500-528 Iowa _____	94	15	109		MOUNTAIN	398	454	852	6.5
630-658 Missouri _____	340	52	392		995-999 Alaska _____	6	4	10	
580-588 North Dakota _____	34	7	41		980-994 Washington _____	162	230	392	
570-577 South Dakota _____	20	2	22		970-979 Oregon _____	85	111	196	
680-693 Nebraska _____	70	13	83		900-961 California _____	571	1,966	2,537	
660-679 Kansas _____	82	32	114		967-968 Hawaii _____	15	15	30	
WEST NO. CENTRAL	881	197	1,078	8.2	PACIFIC	839	2,326	3,165	24.2
197-199 Delaware _____	6	30	36		UNITED STATES	6,821	5,844	12,665	96.9
206-219 Maryland _____	63	59	122		969 & 004-009 U.S. Territories _____	9	4	13	
200-205 Washington, DC _____	1	58	59		Canada _____	133	134	267	
220-246 Virginia _____	111	69	180		Mexico _____	-	16	16	
247-268 West Virginia _____	28	5	33		Other International _____	-	105	105	
270-289 North Carolina _____	152	118	270		APO/FPO _____	3	1	4	
290-299 South Carolina _____	67	39	106		TOTAL QUALIFIED CIRCULATION	6,966	6,104	13,070	100.0
300-319 Georgia _____	380	144	524						
320-349 Florida _____	1,036	537	1,573						
SOUTH ATLANTIC	1,844	1,059	2,903	22.2					

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD			
Includes gross subscription sales/orders with unpaid invoices pending.			
Average Annual Subscription Order Price: 54 issues for \$88.25			
5. PRICES	Total	Percent	
Offers (including ≤ 5% of Total Orders)			
54 Issues for \$79.00 _____	996	62.9	
54 Issues for \$99.00 _____	142	9.0	
54 Issues for \$45.00 _____	222	14.0	
All Others _____	224	14.1	
Total	1,584	100.0	

6. LENGTH OF SUBSCRIPTIONS		Total	Percent
Less than 1 year _____		27	1.7
1 year or more (but less than 2) _____		1,555	98.2
2 years or more (but less than 3) _____		2	0.1
3 years or more _____		-	-
Total		1,584	100.0

7. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	1,584	100.0
Ordered with editorial promotional incentive _____	-	-
Ordered with other promotional incentive _____	-	-
Total	1,584	100.0

8. HOW ORDERED	Total	Percent
Ordered by individuals _____	1,313	82.9
Ordered by sponsors, individually addressed _____	259	16.4
Membership benefit _____	-	-
Ordered as multi-copy same addressee _____	1	-
Ordered with other product or service _____	11	0.7
Total	1,584	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified _____	12,875	12,517	12,439	12,489	13,069
Qualified Non-Paid Total _____	4,931	4,752	5,259	5,925	6,867
Qualified Paid Total _____	7,944	7,765	7,180	6,564	6,202
Post Expire Copies included in Paid Circulation _____	**NC	366.0	2.2	2.0	4.9
Average Annual Order Price _____	**NC	\$59.97	\$61.63	\$72.17	\$88.25

*NOTE: 2008 data is unaudited.

**NC = None Claimed.

10. PAID CIRCULATION DATA

\$88.25	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
54	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA**AVERAGE NON-QUALIFIED CIRCULATION:**

ISSUE	SHOW	COPIES
January 7	National Potato Board	50
January 28	Fruit Logisitica	200
January 28	Mid-Atlantic Fruit & Vegetable	50
February 4	Fruit Logisitica	200
February 4	National Grocers Assoc.	100
February 11	Empire State Fruit & Vegetable	100
February 11	World Ag Expo	400
February 18	Nat'l Watermelon Assoc.	100
February 18	Retail Foodservice Conference & Expo	200
March 3	Fresh Produce & Floral Council Expo	100
March 3	ANTAD Mexican Produce Show	200
April 14	Produce for Better Health Spring Meeting	25
April 21	All Things Organic	500
May 5	United Fresh	1200
May 12	CPMA Convention	500

PARAGRAPH 3b:

Paragraph 3b includes 6,966 qualified non-paid circulation. Qualified paid circulation of 6,104 combined with the qualified non-paid circulation equal 13,070 total qualified circulation for the analyzed issue.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Shannon Shuman, Publisher

Scott Drees, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 12, 2008

State Kansas

County Johnson

Received by BPA Worldwide August 12, 2008

Type PD

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